



**IOWA**  
Department of  
Natural Resources

Environmental Management Systems Pilot Program

# EMS Communication

Kick-off Workshop  
November 17-18, 2009







**GRESHAM  
SMITH AND  
PARTNERS**

## EMS Communication

- Internal and External Communication About the EMS
  - Policy Commitments
  - Achieving Objectives and Targets and Associated Roles
  - Assignment of Action Plan Items
  - We are Implementing an EMS!
- Communication is Key in
  - Achieving Support for the EMS
  - Objective and Target Progress
  - Employee Buy In





## Typical EMS Communication Goals for Internal Staff

- ◉ Is there an environmental policy?
  - What does it say?
- ◉ How does your job impact the environment?
  - What are you doing about it?
- ◉ Who do you call if you have an emergency?
- ◉ Who do you call if you have an environmental question or idea?



## Identify Your Audiences

- ◉ Internal staff
  - Senior management
  - Middle management
  - Staff
  - Other Departments
- ◉ Other Public Entities
- ◉ Elected officials
- ◉ Contractors
- ◉ Public/citizens
- ◉ Interested parties (NGOs )
- ◉ Regulatory agencies



## Receiving Messages

- Email/Websites
- Meetings/Tail Gate Safety Meetings
- Flyers/Brochures
- Training
- Posters
- Performance Plans
- Award/Recognition Programs
- Contracts
- Council Briefings
- Press Releases
- Town Hall Meetings
- Conversations at the Water Cooler



## Typical Communication Tools

- EMS Logo and Branding
- Printed Media
- Giveaways
  - Hats/shirts/pens
- Training Classes
- Special Events
  - Earth Day
  - Pollution Prevention Week
- Newsletters
- Recognition Programs
- Progress on Metrics
- Competition Programs



## Communication Considerations

- Lack of Computer Access
- Language Barriers
- Repeated and Consistent Messages
- Messages from management
- Varying Formats of Messages
- Cheerleaders and Naysayers

***May Take Time to Develop and Implement  
Communication Programs***

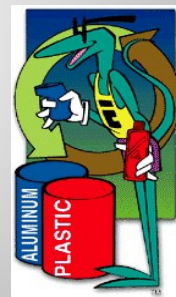
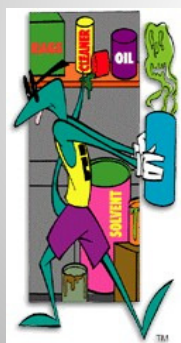


**WARNING—  
THESE ARE EXAMPLES**



GRESHAM  
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## Eco Gecko



## Jefferson County



**Jefferson County Commissioners Mary Buckelew, Bettye Fine Collins, and Chris McHair offer comments at the EMS Kickoff.**



## Logos



## Video

**OEQ Presents**

**A Case for  
Environmental  
Management  
Systems**

**Premier Showing**  
**Tuesday March 28<sup>th</sup> 3:15 –**

**4:15,**

**City Hall Auditorium**

**Opening remarks by City  
Manager Mary Suhm**

**Special Guests:** Mayor Greene, Reg. 6 EPA Administrator and TCEQ

**EMS Video Stars Will be Available for Autographs**



## Stall Talk

**FUEL  
ISLAND  
PICTURES**



**Make sure you are not their next star!**

**Remember, they are taping at the  
Fuel Islands, If you have a spill there,  
you need to make sure that it is  
completely cleaned up!**



## Best Practices

- Start Small With Goals and Audiences in Mind...Build Over Time
- Match Audiences with Communication Tools
- Consider Budgets
- Feed Competition
- Work with Existing Successful Programs



